PRINCIPLES OF DIGITAL PLAY

Accessibility

Design interfaces and experiences that are user-friendly, localised and adaptable to user needs (e.g., visual, auditory, motor impairments)

Meaningful Connectivity

Optimise for low-bandwidth environments, such as underserved areas, to prevent digital exclusion.

Age-Appropriate Content

Ensure digital play content is suitable for the target audiences' developmental stage and age. This includes both the complexity of content and its thematic appropriateness.

Consent

Establish clear and understandable mechanisms for obtaining and withdrawing informed consent regarding data collected, content exposure and interactions or contact with others in digital spaces.

Privacy

Safeguard user's personal information by implementing strict data protection measures and minimising data collection to only what is necessary for the service.

(Deletion of) Memory

Ensure users have the right to delete their digital history and personal data, making it easy for users to understand and exercise their rights to data deletion and portability.

Safety

Create and maintain safe digital environments free from online abuse and exploitation through a holistic duty-of-care approach.